



COUNTY OF SAN DIEGO

NEWS ADVISORY

FOR IMMEDIATE PUBLICATION: November 10, 2010
CONTACT: José A. Álvarez (619) 515-6635 (619) 964-1526 cell

TELLING A NEW STORY ABOUT MENTAL HEALTH

Fotonovela Seeks to Engage Latinos and Encourage Them to Seek Help

- WHAT:** County elected and mental health officials will launch a bilingual *Fotonovela* about mental health, which aims to change the way Latinos view mental disorders and encouraging them to seek help.
- WHO:** **Supervisor Greg Cox**, District 1, San Diego County Board of Supervisors
Dr. Piedad García, Director, Adult and Older Adult Mental Health Services, County Health and Human Services agency
Judith Bustos, person in recovery
- WHEN:** **Friday, November 12, 2010 at 10:30 a.m.**
- WHERE:** **HHSA—South Region Center**
690 Oxford Street—Chula Vista
- WHY:** One in four Latino adults in San Diego County is likely to experience major depression or another mental disorder in any given year.
- One in five children in San Diego County will suffer from a mental health disorder in their lifetime.
- The fear of rejection and discrimination, coupled with shame and self-stigma, are some of the barriers that prevent Latinos with a mental disorder from accessing needed mental health services. Many Latinos view a mental disorder as a personal weakness.
- Fotonovelas* are extremely popular among Latinos. A *fotonovela* is a booklet with pictures and dialogue boxes that often tells a dramatic story with a moral lesson.
- About 40,000 bilingual (English/Spanish) fotonovelas are available at 90 locations throughout the region, including County libraries, mental health centers, family resource centers and Northgate markets.
- People suffering from a mental illness can access services by calling the County's 24-hour, multi-lingual Access and Crisis Line at (800) 479-3339.

###

FOLLOW THE [COUNTY](#) ON [TWITTER](#), [FACEBOOK](#) AND [YOUTUBE](#)

COUNTY COMMUNICATIONS OFFICE
1600 PACIFIC HIGHWAY, ROOM 208 • SAN DIEGO, CA 92101-2472